

Programme Handbook

School of Business and Communication August 2022

Diploma in Marketing

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A Welcome note from the Dean, School of Business and Communication

School of Business and Communication (SBC) of INTI International College Subang welcomes you to an exciting and enriching academic journey in the field of business or mass communication.

In this programme handbook, it contains important information with regard to programme structure, assessment regulations, academic policies and regulations, examinations regulations, general rules, resources, services and facilities. I would like to encourage you to read through this handbook and feel free to contact your Head of Program if you need any further information.

SBC is keen in delivering high academic quality education and I would like you to keep an open mind in learning new things be it through lectures, tutorials, assessments, practical, workshops, blended learning, and activities and so on.

We in the School are committed to support and empower you in this enriching academic journey and looking forward to your success in making a positive difference. Students in turn are expected to attend classes regularly, participate actively in Blackboard, complete in time all assessments and engage in a constructive discussion with your coursemates.

We hope you have a great college experience and remember to continuously challenge yourself for a greater success.

Sincerely yours,
Hew Fui Mun
MBA (Marketing), BSc (Human Development)
Dean, School of Business and Communication



INTRODUCTION

Career-focused Programmes

An INTI education programme emphasises on the nurturing of candidates who are equipped with the necessary skills to enter the intense competition of the demanding job market. The INTI edge is further enhanced by our E2E™ (Enrolment to Employment) initiative which is supported by participating multinational corporations that provide the crucial real life skill sets and experience.

State-of-the-art Communications Environment

All INTI campuses are equipped with fibre optic networks and state-of-the-art communications technology, allowing students and lecturers to seamlessly connect and access our vast resources.

SCHOOL OF BUSINESS AND COMMUNICATION (SBC)

All programmes offered by the School of Business and Communication provide an excellent all-round business education and is best suited for those intending to gain a good understanding of all areas of business.

Graduates will be prepared in their respective areas of business, namely accounting, management, marketing, business administration and finance. The curriculum, course content, academic standards, assessments and examination are strictly designed for students to gain academic knowledge and develop practical skills and abilities, enabling them as graduates to assume positions in organizations related to manufacturing, financial services, health care, government enterprises and other industries.

DIPLOMA IN MARKETING (DMKTN)

Welcome to the Diploma in Marketing (DMKTN) programme at IICS.

The handbook is issued to the undergraduate students of School of Business (SBC) at INTI, to provide you with information about the organization of SBC and the programme you will be studying. It also introduces you to the facilities and services available on campus and IICS Rules and Regulations. We strongly advise students to read the information provided in this handbook and keep it for future reference.

We have tried, as far as we can, to make sure that the information given in this handbook is accurate and up to date, but it is possible that further changes could take place after it has been printed.

PROGRAMME MANAGEMENT & PERSONNEL

IICS's Personnel are:

Name	Position	Email	Ext
Diploma in Marketing			
Hew Fui Mun	Dean	fuumun.hew@newinti.edu.my	2875
Vasanthakumar Gunasakaran	Head of Programme	vk.gunasakaran@newinti.edu.my	2100
Tan Mei Jia	Programme Coordinator	meijia.tan@newinti.edu.my	2959
Kasthuri Thevi Eran	Programme Officer	kasthuri.eran@newinti.edu.my	1712

INTI International College Subang General Line: +603-5623 2800

PROGRAMME AIM

The Programme aims to nurture adaptable, entrepreneurial and competent Industry Professionals to support the College's vision of becoming the champion of change in line with the nation's aspiration of transforming Malaysia into a high income nation.

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1: Apply knowledge, technical, quantitative and data analysis skills to provide high quality marketing services to the related industries

PEO 2: Integrate ethics, professionalism as well as effective social skills in engaging with peers and stakeholders.

PEO 3: Comfortably adopts the roles of a leader and a team member, as well as communicate effectively in providing marketing solutions to marketing related issues and problems.

PEO 4: Digitally savvy and proactive with update knowledge and skills, while being innovative in managing resources and information for marketing activities.

PROGRAMME LEARNING OBJECTIVES

PLO 1: Apply the fundamental knowledge and skills of marketing to different types of companies

PLO 2: Analyse problems/issues in order to assist in either identifying or providing solutions

PLO 3: Display practical and other appropriate technical skills when carrying out marketing related activities

PLO 4: Demonstrate social and collaborative skills when engaging with peers and stakeholders

PLO 5: Demonstrate effective communication skills with peers and stakeholders in various contexts

PLO 6: Display the skills to obtain, use and manage information both effectively and ethically using digital and/or information technologies

PLO 7: Employ relevant numeracy and data analysis skills in carrying assigned tasks or marketing projects

PLO 8: Demonstrate responsible proactive behaviour when leading a group or being a member in a group

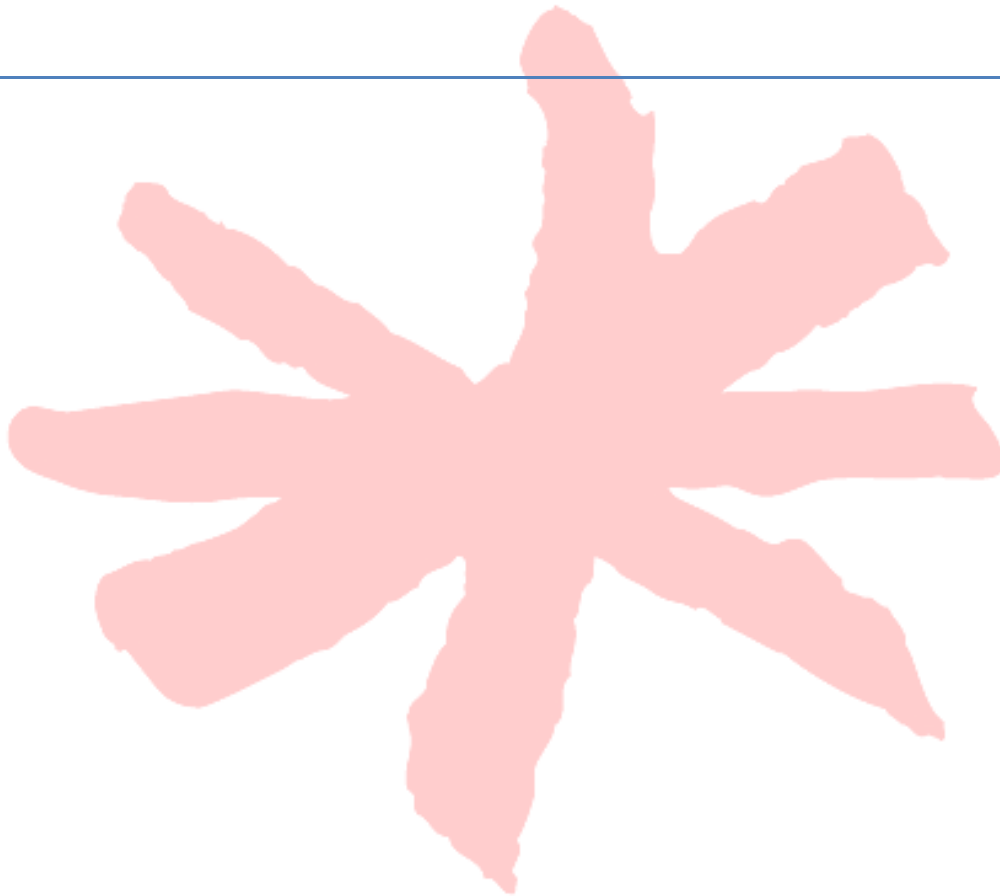
PLO 9: Demonstrate confidence, good personal management skills, independent learning and keen interest in long life learning

PLO 10: Demonstrate entrepreneurial and managerial skills in assigned projects or tasks

PLO 11: Demonstrate professionalism, attitudes and values in engaging with the peers and stakeholders

STUDENT'S RESPONSIBILITIES

Throughout the academic year there are a number of things that INTI and the Diploma in Marketing requires students to do in order to ensure the smooth running of administrative procedures. The following is the academic information that would provide you with valuable information on all aspects of your progression through the year and highlights what we require from you, what we offer and also, in some places, the possible consequences if you fail to comply. **Hence, it is the student's responsibility to read and know this information. It is also the student's responsibility to keep check of their subjects, electives, MPU subjects, and project.**



INTI INTERNATIONAL COLLEGE SUBANG
SBC – SCHOOL OF BUSINESS AND COMMUNICATION

DMKTN
2022

SUBJECT LIST
DIPLOMA IN MARKETING

NO	CODE	SUBJECTS	CREDIT HOURS	REMARKS			
				PRE-REQUISITE	PASSED	SEMESTER	CURRENT (v)
LEVEL 1							
1	ENL1103	Fundamentals of English	3				
2	MKT1102	Fundamentals of Marketing	3				
3	MAT1106	Business Mathematics	3				
4	ACC1112	Financial Accounting	3				
5	COM1121	Public Speaking	3				
6	BUS1111	Introduction to Business and Management	3				
7	ENL2103	English for Academic Purposes	3	ENL1103			
8	SSC1108	Personal Development Skills	3				
9	MKT1161	Service Marketing	3	MKT1102			
10	ECO2103	Principles of Microeconomics	3				
LEVEL 2							
11	HRM2100	Fundamentals of Human Resource Management	4				
12	MKT2106	Retail Marketing	4				
13	MKT2105	Consumer Behaviour	4	MKT1102			
14	STA1101	Quantitative Methods	4	MAT1106			
15	MKT2135	Digital Marketing	4				
16	LAW2103	Business Ethics	3				
17	MKT2159	International Marketing	4				
18	MKT2162	Content Marketing	4				
19	MKT2157	Marketing Communication	3				
20	MKT2156	Fundamentals of Marketing Research and Analytics	3	MKT1102			
21	CAP2104	Capstone Project	6	**Refer Below			
22	ECO2105	Principles of Macroeconomics	4	ECO2103			
23	ICT2107	E-Commerce Theory and Applications	4				
MPU MODULES							
24	MPU2183 (local) / MPU2133 (international)	Penghayatan Etika dan Peradaban/ Communicating in Malay 2	3				
25	MPU2242 (local & international)	Media Literacy for Personal Branding/	2				
	MPU2213 (local)	Bahasa Kebangsaan A	3				
26	MPU2332 (local & international)	Green Future Malaysia	2				
27	MPU2432 (local & international)	Co Curriculum	2				

* Students without SPM BM credit will take MPU2213 Bahasa Kebangsaan instead of MPU2242 Media Literacy for Personal Branding.

**CAPSTONE Projects Pre-requisites: BUS1111 & MKT1102

COURSE DESCRIPTION

ACC1112 FINANCIAL ACCOUNTING

Through this course, successful students will be able to gain fundamental knowledge and understanding of costing and techniques for short term decision-making.

BUS1111 INTRODUCTION TO BUSINESS AND MANAGEMENT

The course introduces students to the field of business, and offers an overview of basic business and management concepts, terminology, principles, practices, functions, operations and institutions.

CAP2104 CAPSTONE PROJECT

Pre-requisite: BUS1111 INTRODUCTION TO BUSINESS AND MANAGEMENT & MKT1102 FUNDAMENTALS OF MARKETING

This is a "hands on" course the heart of which is a business project. It is a demanding business plan project that will take the two semesters to complete. Through this project, students would have had the opportunity to learn how to use a wide array of extremely valuable information. The emphasis in this class is on the "construction of understanding" with the help and support of the instructor. The teaching format is experiential learning. It is the student's responsibility to actively attempt to learn through doing rather than passively being "taught." At the conclusion of the course each student will have had the opportunity to develop skills based on comprehension of business plan from both the instructor orientation and a researcher orientation.

COM1121 PUBLIC SPEAKING

This course seeks to educate students on the basic principles of speech communication and respective responsibilities of speakers and listeners. Presentation skills course will equip students with practical skills of effective personal, academic and public communication. Students will also be exposed to different types of speeches and essentials of speech organization and outlining. Most importantly student will be taught how to become an effective speaker through various oral test and practical discussion.

ECO2103 PRINCIPLES OF MICROECONOMICS

To provide an understanding of economics and principles, in particular, microeconomics concepts which will be useful in analysing the behaviour of consumers and producers in a modern economy.

ECO2105 PRINCIPLES OF MACROECONOMICS

Pre-requisite: ECO2103 PRINCIPLES OF MICROECONOMICS

This course will provide a general understanding of macroeconomic concepts, principles and theories and their application to major economic issues and institutions which would provide students with a critical understanding of the environment within which business operates. The approach is to set the operation of the enterprise within the wider context of a macro-economy, and an active political environment. The course will stress the international government and institutions in setting the political agenda.

ENL1103 FUNDAMENTALS OF ENGLISH

This course serves to improve the student's language skills through the teaching of grammar, reading of passages, vocabulary exercises and writing different types of sentences.

ENL2103 ENGLISH FOR ACADEMIC PURPOSE

Pre-requisite: ENL1103 FUNDAMENTALS OF ENGLISH

This course is designed to help students apply grammar and writing skills to write cohesive paragraphs and a variety of essays effectively and to equip students with the necessary English Language skills to pursue courses at the degree level.

MKT1102 FUNDAMENTALS OF MARKETING

This course will introduce student to the general nature of marketing as a business philosophy and as a study in the exchange process.

MKT1161 SERVICE MARKETING

This subject introduces the essentials of services marketing. Students will be exposed to services marketing and what are their characteristics that differentiate them from product offerings; to understand consumer behaviour in a service context; and how to position services in order to achieve competitive advantage. This subject also introduces the application of marketing mix to services which could help service marketers to reach their target market successfully. Experience with the current essential security systems.

MKT2105 CONSUMER BEHAVIOUR

Pre-requisite: MKT1102 FUNDAMENTALS OF MARKETING

This module offers an introduction to the psychology of the consumer and how an effective marketer can use this knowledge in marketing campaign

MKT2106 RETAIL MARKETING

This course provides an understanding of the theories, concepts and tools required to design, implement and promote a successful event marketing strategy.

MKT2135 DIGITAL MARKETING

The course examines digital marketing strategy, implementation and executional considerations for Business to Business (B2B) and Business to Consumer (B2C) brands and provides a detailed understanding of all digital channels and platforms.

MKT2156 FUNDAMENTALS OF MARKETING RESEARCH AND ANALYTICS

Pre-requisite: MKT1102 FUNDAMENTALS OF MARKETING

This course is designed to provide students with a basic understanding of research theory and practice, from the perspective of marketing research. The course focuses on the development of research covering the nature, scope and organization of research. The students will learn to identify, refine problems, formulate objectives at the development stage, various research techniques and the types of data. Throughout the course, students will be expected to carry out marketing research and perform analytics to assist in marketing decision making process.

MKT2157 MARKETING COMMUNICATIONS

This course explores about the Integrated Marketing Communications in the Marketing Process.

MKT2159 INTERNATIONAL MARKETING

This course provides the basic concepts of international marketing, the marketing environment of global markets, and relevant issues on international marketing mix and strategy relevant to expanded global operations.

MKT2162 CONTENT MARKETING

This course provides an understanding of the theories, concepts and tools required to design, implement and promote a successful content marketing strategy..

HRM2100 FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

This course focuses on the main elements in human resource management within business and organizations. The areas covered are human resource planning, recruitment, selection, training and development, reward system and general industrial relations.

LAW2103 BUSINESS ETHICS

The module provides a contemporary, applied and critical approach to the study of ethics as applied to business and management. It examines the behaviour within organisations and the individual choices that employees may make when faced with ethical dilemmas.

MAT1106 BUSINESS MATHEMATICS

This course is based on concepts of algebra where the students will study about rational expressions, radicals and rational exponents, quadratic functions, inequalities and algebra of functions, exponential and logarithmic functions, the binomial theorem, arithmetic and geometric sequences and probability.

SSC1108 PERSONAL DEVELOPMENT SKILLS

Personal Development Skills are the personal effectiveness skills that are needed in personal life and in particular at the workplace - whether a person is self-employed or working for others. It includes communication skill, problem solving skill, positive attitude and behaviors', adaptability, working with others, information communication technology, analytical skills and good basic personal money management skills. With better understanding of these skills, students will recognize its impact on personal and workplace success particularly in the current challenging environment in order to ensure employability and future achievement of quality work life.

STA1101 QUANTITATIVE METHODS

Pre-requisite: MAT1106 BUSINESS MATHEMATICS

This course consists of topics from descriptive statistics, probability and statistical inferences, forecasting techniques, index numbers and chi-square analysis. Descriptive statistics covers organizing, presenting, and summarizing data. Probability includes basic probability and probability distribution. Statistical inferences emphasizes on estimation and hypothesis testing of large and small samples. Under forecasting techniques concept of simple linear regression and correlation are covered. In addition, students are introduced to the SPSS software where they learn how to present the data collected, and perform hypothesis testing, regression, and correlation analysis

ICT2107 E- COMMERCE THEORY AND APPLICATIONS

This course exposes students to the underlying concepts of e-commerce and the applications. Students will be familiar with organizational issues related to electronic commerce, such as business models for B2B or B2C e-commerce, technology infrastructure, electronic payment mechanisms, information privacy, and competitive advantage. Incorporating suitable e-commerce model, students will also construct an online business using an existing e-commerce platform.

INFORMATION ABOUT MPU MODULES

Requirements by MQA on MPU Subjects

All students are required to fulfill the National Accreditation Board (MQA) requirements by passing:

Subject Code / Title	Compulsory for	
	Malaysian	Non-Malaysian
MPU2183/ Penghayatan Etika dan Peradaban	/	
MPU2133/ Communicating in Malay 2		/
*MPU2242/ Media Literacy for Personal Branding	/	/
*MPU2213/ Bahasa Kebangsaan A	/	
MPU2332/ Green Future Malaysia	/	/
MPU2432/ Co-curriculum	/	/

***Students without SPM BM credit will take MPU2213 Bahasa Kebangsaan instead of MPU2242 Media Literacy for Personal Branding.**

ACADEMIC POLICIES AND REGULATIONS

All students are encouraged to read and understand all academic policies and regulations as contained in this section.

ACADEMIC REQUIREMENTS

As per MQA guidelines, MPU subjects are compulsory for ALL Malaysian students. Students need to do 4 MPU subjects depending on the SPM grade for Bahasa Melayu / Bahasa Malaysia.

COLLEGE CALENDAR

Students must refer to the college calendar for important deadlines and scheduled events for the semester. A copy of the calendar can be obtained from the ecampus.inti.edu.my

LONG VS SHORT SEMESTER

In general, institutions of higher education in Malaysia operate on two long and one short semester.

In the long semester, the academic calendar is usually divided into a 16 week term. A student will normally enroll for 5-6 courses per semester.

In the short semester, the academic calendar is divided into an 8 week term. A student will normally enroll for 2 to 3 courses per semester.

CREDIT HOURS

A minimum course load per a long semester for a full time student in good academic standing is 12 credit hours. The maximum credit hour per a long semester as stipulated by MQA guidelines are 20 credit hours. As for the short semester, the minimum credit hours would be 3 credit hours, whereas the maximum as per MQA guidelines would be 10 credit hours.

LATE ENROLMENT

All continuing students must enroll during the scheduled enrolment period to avoid the late enrolment fee as follows:

After first week: RM300.00

CLASS ATTENDANCE

An academic semester consists of 14 weeks of classes (long semester) and 7 weeks of classes (short semester). Students are expected to attend all classes they have registered for. Absence from class is acceptable if the student is **medically unfit**, in which case, a “**medical certificate**” has to be produced. For humanitarian and other reasons, **supporting documents (e.g. letter from employers/ parent/ guardian)** must be submitted to the Head of Programme at the earliest possible moment. Students are accountable for any work missed during the period of absence.

The disciplinary consequence for unexcused class absenteeism from a given course is stated as follows:

Students need to achieve a minimum of 80% attendance for each enrolled module and the School reserves the right to bar student who does not fulfill this requirement from sitting for the Final Examination of the module. The term attendance includes participation in blackboard learning activities.

LEAVE OF ABSENCE

A student who intends to apply for leave must obtain approval from the relevant lecturers by completing the 'Student Leave Application Form' (available at the School's office). The form is then submitted to the Head of Programme who may or may not approve the application.

ADD/DROP COURSES

Add/drop courses shall be done via enrolment portal and routed to Head of Programme (HOP) for further approval. In certain circumstances, student may be required to complete an ADD/DROP form which can be obtained from the School.

Terms and Conditions are as follows:

	Deadline	Payment	Remarks
Drop	During 1st week – 2nd week	100% Tuition fee credit	
	During 3rd week – 4th week	50% Tuition fee credit	All programme excepts CAE programmes where a "W" will be recorded.
	During 5th week - 6th week (S)	NO Tuition fee credit	A "W" will be recorded *
	During 5th week - 11th week (L)	NO Tuition fee credit	A "W" will be recorded *
	From 12th week – Drop is not allowed	NO Tuition fee credit	Drop is not allowed and a "F" grade is recorded in system

(S) - Short Semester (L) - Long Semester

TRANSFERS BETWEEN PROGRAMMES

It may be possible to arrange for students to transfer between programmes, particularly during the very early stages of your study. However, permission to do so depends on a number of factors; in particular, you will have to meet the entry requirements of the programme you wish to change to. You will be required to discuss this issue with your current and prospective Head of Programme. Transfer form is available from SBC. It is your responsibility to ensure that all parties have signed the form before the transfer takes effect.

INTER-CAMPUS TRANSFER

Students who desire to transfer to another INTI campus must complete the required transfer form and obtain prior approval.

DEFERMENT OF STUDIES

For various reasons, students may apply to defer their studies by completing the "Deferment Form" which is available in the School office. It is to be noted that the form has to be submitted to the School before week 7 of a long semester (and week 4 of a short semester), and that there will be no refund of fees after the first day of the semester.

The completed form must be accompanied by a letter from the student stating the reason(s) and period of deferment requested, as well as a letter from the parent/guardian affirming it. Wherever applicable, other supporting documents are to be submitted as well. It is the responsibility of the student concerned to check with the Head of Programme one week after the date of submission whether the application has been approved.

WITHDRAWAL FROM COLLEGE

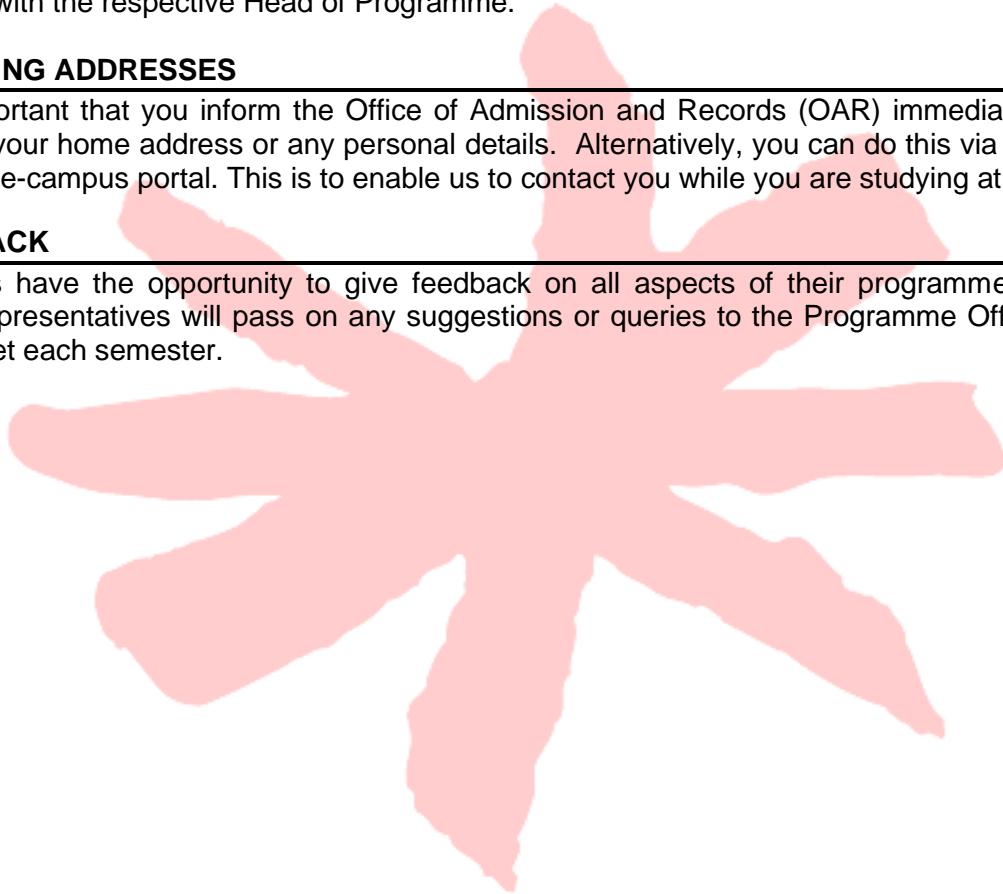
Students who intend to terminate their studies prematurely as well as students who have completed their programme of studies, are required to officially withdraw from the college by completing the “Local/ International Student Withdrawal Form”, which is available at the School office. It is to be noted that the withdrawal process will take at least 3 weeks and the deposit is refunded to the parents/guardian. Students who terminate their studies prematurely are required to meet with the respective Head of Programme.

CHANGING ADDRESSES

It is important that you inform the Office of Admission and Records (OAR) immediately if you change your home address or any personal details. Alternatively, you can do this via the online portal at e-campus portal. This is to enable us to contact you while you are studying at INTI.

FEEDBACK

Students have the opportunity to give feedback on all aspects of their programme/pathway. Class representatives will pass on any suggestions or queries to the Programme Officer when they meet each semester.



GRADING SYSTEM

All courses and assigned studies are graded based on INTI system and expressed according to the following letter system.

Grade	Mark Range	Grade Point (GP)
A+	90 – 100	4.00
A	80 – 89	4.00
A-	75 – 79	3.67
B+	70 – 74	3.33
B	65 – 69	3.00
B-	60 – 64	2.67
C+	55 – 59	2.33
C	50 – 54	2.00
C-	45 – 49	1.50
D	40 – 44	1.00
F	0 – 39	0.00
RP	50-100	2.00
RF	0-49	1.50

Note:

The above grading system is not applicable to the Degree Programme.

RE-SIT

- A student may re-sit any final examination if a grade C- is obtained for the course. However this is at the discretion of the Examination Board.
- Students who do not attend the re-sit will automatically be graded RF in their transcript for the said course in the following semester.

REPEATING COURSES

- A student may repeat any course in which a failed grade is obtained and is only allowed a maximum of three attempts at a particular course to achieve a pass grade.

REPEAT INSTEAD OF RE-SIT

- Students can appeal for a repeat instead of a re-sit with the approval from Head of Programme.

STUDENT EVALUATION

- Coursework : 60% OR FULL 100%
- Final Examination : 40%

GRADING SCALE

- **Courses with final examination:** A grade C or a pass mark of 50% can only be achieved when the student attempts both the continuous and final assessment.

- **Courses with 100% coursework:** A student who obtains a grade C- (45-49 marks) in a 100% coursework module will be allowed to resubmit the coursework component determined by the lecturer and approved by the Exam Board. Resubmission marks will be capped at a maximum of 50 marks.

For student under the programme code DMKTN, the following pass criterion shall apply:

1. A student must get a combined total of 50% from the continuous and final assessment components to pass,

AND

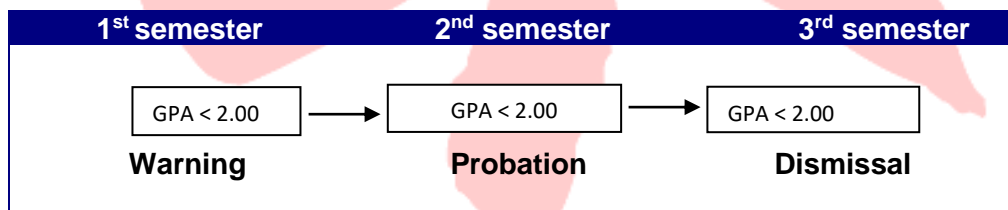
1. For BOTH continuous and final assessment components, a student must achieve a minimum score of 40%.

ACADEMIC STATUS

ACADEMIC STANDING

- Good Standing : GPA \geq 2.00
- Warning : GPA < 2.00 for any one semester
- Probation : GPA < 2.00 for any two consecutive semesters
- Dismissal : GPA < 2.00 for any three consecutive semesters

The status of students who achieved a GPA of less than 2.00 will be determined as follows:



NUMBER OF SUBJECTS ALLOWED BY ACADEMIC STANDING

ACADEMIC STANDING	NUMBER OF SUBJECTS	
	LONG SEMESTER	SHORT SEMESTER
GOOD STANDING	MAXIMUM 20 CREDITS	MAXIMUM 10 CREDITS
WARNING / PROBATION	2- 4 SUBJECTS ONLY	2 SUBJECTS ONLY

DISMISSAL	2 SUBJECTS ONLY	1 SUBJECT ONLY
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EXAMINATION REGULATIONS

The Examinations Office (EO) oversees all examinations and the processing of students' examination grades and organizes the Examinations Board meetings.

Vital information on examination time-tables (final, make-up and re-sits), quarantine schedules, last date to submit petitions for review of grades, etc. are displayed on the Examinations notice boards.

Students are advised to read the notices and announcements on the Examinations Notice Boards.

EXAMINATION REGULATIONS FOR STUDENTS

Before the Examination

1. Thoroughly check through the examination time-table displayed on the notice board outside the EO and ascertain your examination date, time and venue. Misreading of the time-table will not be accepted as a reason for absence from an examination.
2. Students are given 2 weeks respectively from the release date of the 1st and 2nd draft of the examination time-table to report to the EO on any clashes (3 subjects in one day or 2 subjects at the same time only).
3. Candidates can only enter or leave the examination room with the permission of the Chief Invigilator.
4. Only materials permitted by the EO will be allowed into the exam room. Students are advised not to bring pencil boxes, hand phone / cellular phones, laptop, netbook, PDA (such as Blackberry & iPhone), electronic dictionaries, programmable calculators or other written documents to examinations. The College will not be responsible for any losses.
5. Follow the instructions of the invigilator, carefully fill up the attendance slip and sign the
6. A candidate who arrives more than half an hour late will not be allowed to sit for the examination.

During the Examination

1. Candidates are to remain silent during the entire course of the examination.
2. If a candidate has any queries or questions concerning the examination, he / she should raise a hand to get the attention of the invigilator and tell his / her problem.
3. If a candidate needs to use the washroom, he / she should raise a hand and inform the invigilator. The candidate will then be directed to a washroom.
4. Candidates are not allowed to leave the examination hall during the first half hour of the examination and the last half hour of the examination.

At the End of the Examination

1. When the invigilator announces the end of the examination, all candidates **MUST** stop writing immediately and continue to observe silence.
2. Candidates should tie up the answer scripts and wait for them to be collected.
3. No unused examination materials or paper used for rough work should be taken out of the examination room.
4. Candidates should leave the Examination Room in an orderly manner after being released by the invigilator.

Re-sit Examination

1. All dates of re-sit examinations are displayed on the Examinations Notice Boards.
2. Students who have transferred from other INTI campuses **MUST** re-sit in the campus they are enrolled in.
3. Students are encouraged to come to the EO if they have any queries.

Release of Final Examination Results

The EO is the sole authority for issuing and releasing examination grades. Lecturers will inform their students of the course work marks prior to the final examination. No telephone enquiry on the grades will be entertained.

Students can view their examination results in: <http://mail.student.newinti.edu.my>

Petition to Review the Semester Final Grades

A student who wishes to have his / her final grade reviewed must file an official petition with the EO. There is a petition fee payable to the Finance Office. Students are advised to refer to the Examinations Notice Board for the last day to submit their petition.

There is no review of make-up / re-sit grades.

REGULATIONS CONCERNING RE-SIT

1. Students who obtained a grade C- in any of the final examinations will be given one chance to re-sit for the examination by Week 2 of the new semester.
2. Students should check for the date, time and venue for the re-sit examinations from the Examination Office if they failed any of the examinations and is entitled for a re-sit examination.
3. Re-sit examinations are given a weightage of 100% and the students will be awarded a RP grade if they pass the re-sit examinations and RF grade if they fail.
4. In the event of a student not applying for re-sit examinations by the deadline and/or not taking the re-sit examinations set and scheduled by the College, the student is deemed to have failed that examination.
5. Students have to repeat the class if they obtained a grade D or F for that subject.
6. Students may request for remarking of any of subjects, which they have failed at the Exam Office.

QUARANTINE REGULATIONS DURING FINAL, RESIT AND MAKE-UP EXAMINATIONS

1. Students with two (2) subjects in the same time slot or three (3) subjects in one day are required to sit for the examinations in the Quarantine Room (determined by the Examinations Office). The relevant information will be pasted on the Examinations Notice Boards before the final exams period. Students are required to check and to inform the Examinations Office at least ONE week before the start of the final exams period if their names are not listed.
2. Students must report to the Quarantine Room, 15 minutes BEFORE THE START of the examinations.
3. Students cannot leave the Quarantine Room without the permission of the Invigilator and/or the Exams Officer.
4. Students will take both the “clashed” subjects in the Quarantine Room.
 - Students are required to bring their lunch packs and have their food in the Quarantine Room itself from 11am - 12noon.
 - An invigilator must escort any student who would like to go to the washroom.
5. The invigilators will collect all question papers and materials.
6. Any student caught passing information to other students will be subjected to disciplinary action, including dismissal, if found guilty.
7. The quarantine students **MUST NOT** leave the quarantine room even though they have finished their examination earlier than the scheduled time. Students who leave the quarantine room without authorization **MAY BE** disqualified from their examinations.
8. Revision or reading is allowed during the break time.

EXTENUATING CIRCUMSTANCES AND MEDICAL EVIDENCE

Students are allowed to draw the attention of the Board of Examiners if there is any **significant personal circumstances** which they believe may have affected their performance in one or more assessments, or have caused them to miss a coursework deadline or to be absent from an examination. Such submissions must be made in writing, and an “Appeal for Extenuating Circumstances During Examination Form” (EO-19) completed with supporting documents, e.g. medical certificate or parent/ guardian’s letter.

A student who is absent from the final examination **MUST** inform the College’s Examination Office and Head of Programme / Programme Officer of the extenuating circumstances **within 72 hours** from the scheduled examination.

The Board of Examiners is required to make their decisions on students’ academic grades, and their progression and awards, with respect to actual achievements. Boards cannot determine what grades would have been achieved by candidates had their circumstances been different.

Examination Boards will not use extenuating circumstances to change the results of an assessment. Extenuating circumstances may be used to offer a deferral or referral.

ACADEMIC DISHONESTY (AD)

ACADEMIC DISHONESTY (AD)

Definition: Using someone else's work, ideas, answers, etc. and claiming it as your own original work, ideas, answers, etc. in an academic setting. (knowingly or unknowingly)

There are other cases of academic dishonesty besides the usual cheating during formal exams, tests, quizzes by copying, bringing in notes/answers, working with or helping friends. Other examples of academic dishonesty include the following, but not limited to only these examples:

- 1) **Plagiarism:** using another person's work as your own work (knowingly or unknowingly) without acknowledging the source properly.

To avoid plagiarism, you must always include proper referencing and citations for all the material you used in completing your assessments (coursework, assignments, projects, take-home tests/exams and open book tests/exams) You need to state clearly exactly what words or ideas have come from which source if they are not your original ideas.

Such material can be published or even unpublished sources. It can be a textbook, magazine, newspaper, online or other electronic media, lecture slides, notes, class hand-outs, other students' work, work from friends, relatives and family. This includes using your own work from another class, college or even from the same class, which you may be repeating. (Resubmitting the same work upon request from lecturer is not counted here)

Besides words, it can also be pictures, graphics, computer code, math or scientific working, etc. If you are unsure, always check back with your lecturers.

It is also considered plagiarism if you use software or other online resources to help you deliberately avoid plagiarism and also translating a source from another language and not citing the source properly.

Other forms of academic dishonesty include:

- 2) **Collusion:** helping your friend with the answers intentionally or unintentionally.

Common examples are when you share the softcopy of your work, a classmate copies your work from your laptop/flashdrive without your knowledge, letting others take a photo/screenshot of your work to help them.

If they submit the whole or even part of your work, both you and your friend will be considered to be guilty of collusion.

NEVER give your friends a copy (softcopy or hardcopy) of your work, tests, etc. until **AFTER** the submissions are closed. Ideally you should only let them see if when the lecturer has marked and returned it to you.

- 3) **Contract Cheating:** getting someone else to do the whole or a part of your assessments (coursework, assignments, projects, take-home tests/exams and open book tests/exams).

This also involves going to online sites to buy an assignment, paying someone to do it for you, or even getting a friend or relative to help with the assessment for you.

- 4) **Falsification:** Making up or changing data, information, results, claiming to have completed experiments, interviews which you haven't done and using this in your assessments. This also includes making up fake citations and references.

IICS library has resources to assist you in doing proper referencing. You can always see your lecturer or consult the Teaching & Learning dept for help.

References requirements within School of Business and Communication (SBC)

The referencing convention that is applicable to School of Business and Communication is Harvard Referencing Style.

Academic writing and referencing guidelines

INTI International College Subang (IICS) provides tools to assist you in understanding appropriate referencing, including those linked below. More can be found on the library website and under “Citing & Referencing” at:

- <http://library.inti.edu.my/library/custom/referencing.jsp>
- <https://drive.google.com/file/d/13o3UDV8ZUGMMYsZOiaTyDk1fuk8RQUYy/view>

STUDENT FEES AND CHARGES POLICY

Applicability of Student Charges and Fee Policy (“Policy”)

- This Policy applies to all students who have successfully enrolled in INTI and completed the registration.
- Students are advised to review this Policy in detail and to take note of the consequences highlighted. For queries or clarification on the Policy, students are to contact Finance Office.

Payment of Fees – Obligation, Penalty and Consequences

- It is the responsibility of INTI student to ensure timely payment of fees and other related charges associated with the respective programme of study. Details of fees are set out in the Fee Schedule, forwarded with the Offer Letter.
- All fees paid (except deposit) are neither refundable nor transferable once the semester has commenced.

The following would be applicable to new and returning students

- All fees are payable in advance except for students who apply Monthly Payment Plan. Please see additional terms and conditions of Monthly Payment Plan.
- Full settlement of semester fees is required upon registration or by the start date of semester and according to the due dates for subsequent semesters.
- For returning INTI students, a late payment charge of Ringgit Malaysia Three Hundred (RM300) will be imposed commencing from Day 4 Week 2 of the semester.

Note:

If at the end of Day 4 Week 2, the fees continue to be outstanding with no justifiable explanation received for the delay, INTI reserves the right to review the status of the student and to take such necessary action as it deems fit, including but not limited to the cancellation of enrollment (auto drop), barring the student from classes and facilities, suspension, withholding of all examination results, certificates and records of the student.

Students who have not made full payment of their outstanding fees by the end of Day 3 Week 3 of the semester calendar for their respective programmes, student enrollment shall be cancelled (auto drop from the respective programmes). Between Week 4 and Week 5, students can re-enroll into their respective

programmes subject to full payment of semester fees and a late payment charge of Ringgit Malaysia Three Hundred (RM300). By the end of Day 5 Week 5, students shall not be re-enrolled into their respective programmes.

Withdrawal

- A request for withdrawal (including programmes, course and subject of study) must be made on the Local/ International Student Withdrawal Form and submitted to the relevant Faculty/School.
- Local/ International Student Withdrawal Form is available from the relevant Faculty/School.
- Depending on the timing of the request for withdrawal, students may be entitled to the following:
 - a. Refund of full tuition fees including deposits if request for withdrawal is made **before** commencement of the semester; and
 - b. Refund of deposits only if the request for withdrawal is made **after** commencement of the semester.

Note:

- a. Failure to attend class is not equivalent to withdrawal;
- b. All refunds whether fees, deposits, charges or whatsoever payment shall be subject to the right to set-off by INTI against any fees or payments due and owing to INTI. Such adjustments indicated will be made as on the effective date, i.e. the date of receipt of the completed Local/ International Student Withdrawal Form. The adjustments will be made regardless of whether the student has attended classes or sat for examinations;
- c. All claims for refund will be made within one (1) month of INTI receiving the written request for a refund from student;
- d. All payment of refunds shall be made payable to name of the parent / guardian / sponsor (if applicable), as specified in the Application Form. Where a refund payment is issued to another person, institution or sponsor nominated by the student, INTI shall be deemed to have discharged any obligation in relation to the refund of fees to the student and accepts no responsibility if the student does not receive the benefit of such refund from a person, institution or sponsor nominated to receive the refund payment; and
- e. A student who leaves INTI without a formal withdrawal is deemed to have withdrawn after a lapse of two (2) calendar years. The balance of money in his / her account will be transferred to the Registrar of Monies, if it is not claimed within two (2) years from his / her last enrollment date at INTI.

Deferment

- A request for deferment must be made on the **Deferment Form** (available from the Faculty/School) and submitted to the relevant Faculty/School.
- For requests made, tuition fee credit will be calculated on the following basis:
 - a. During the first two week of the semester, students will be entitled to a 100% credit of tuition fee;
 - b. Between the third and fourth week of the semester, students will be entitled to a 50% credit of tuition fee; and
 - c. After the fourth week of the semester, students will not be entitled to any credit of tuition fee.
- Credit of fees for purposes of this policy means an adjustment of fees and it is not equivalent to a cash refund.

Add and/or Drop of Subjects

- Add/drop courses shall be done via enrolment portal and routed to Head of Programme (HOP) for further approval. In certain circumstances, student may be required to complete an ADD/DROP form which can be obtained from the School.
- For requests made, tuition fee credit will be calculated on the following basis:
 - a. During the first week of the semester, students will be entitled to a 100% credit of tuition fee;
 - b. During the second week of the semester week of the semester, students will be entitled to a 50% credit of tuition fee; and

- c. After the third week of the semester, students will not be entitled to any credit of tuition fee.
- Credit of fees for purposes of this policy means an adjustment of fees and it is not equivalent to a cash refund.

Inter Campus and Programme Transfer

- A request for transfer (inter campus, within campus, between programmes) must be made by fourth week of the semester and fulfill the following formalities before submitting for approval to the OAR/RO Office:
 - a. Completion of Transfer Form (available from Faculty/School);
 - b. Payment of a transfer fee of Ringgit Malaysia One Hundred (RM100).
- The following students will be liable to pay INTI the current/new tuition fees as applicable on the date of enrollment of the programme:
 - a. Students who transfer from one programme to another within the specific INTI institution;
 - b. Students who transfer to/from one INTI institution to another; and
 - c. Students progressing to a higher level of any program (e.g. from Diploma to Degree programme).

Note:

- This provision will not apply to students transferring from their original campus (i.e. initial place of study) to another INTI campus for their final year on grounds that the subject(s) is not available at the original campus. These students will be charged the original tuition fee which was applicable at the first intake of that academic year.

Additional Note(s)

- This Policy is effective as on date and constitutes the general terms which are applicable to INTI students regardless of the programme of study.
- Special conditions may be attached/offered to individual programmes/INTI institution. Students are advised to consult the relevant Faculty/School for clarification/updates in procedures before proceeding on the intended course of action.
 - a. Whilst INTI will endeavour to notify students of any change in this Policy by e-mail broadcasts and announcements on the notice board, it remains the responsibility of the students to read such notifications.
 - b. If there is any inconsistency between the terms of this Policy and the application form or any other document issued by INTI to you, the terms of this Policy shall always prevail.

Note: All exceptions to the above need to be approved by the Financial Controller.

INTI GENERAL RULES & REGULATIONS

INTI recognizes the rights and freedom of students in their pursuit of academic and non-academic activities in the College and regards its students as responsible young adults. Students must therefore assume full responsibility for their actions and behaviour. The College adopts these measures to create and maintain the right climate conducive to academic pursuits and extra-curricular activities.

The rules and regulations are few, but they are firm; those who violate them will be dealt with severely. It is the responsibility of students to be acquainted with all regulations, notices and other announcements which affect them.

These rules and regulations are stipulated in the IICS Student Handbook. The School would like to further append the rules by emphasizing the followings:

USE OF FACILITIES

Students using College facilities should observe the rules and regulations of their usage.

GENERAL CONDUCT

- All students are to be in proper attire while on College premises.
- Male students are permitted to wear long hair, as long as it is neat and tidy.
- Prior permission must be obtained before a student can claim to represent the College in any activities outside of INTI. The student should uphold the image of the College.

DISCIPLINARY JURISDICTION

Any student with a conduct determined as having an adverse effect on the College community may be required to appear before the Disciplinary Committee. Conduct that adversely affects the College shall include:

1. Theft or damage of property.
2. Intentional disruption of institutional activities, which include classroom and teacher activities, social activities, campus housing, and related college functions.
3. Obstruction, coercion, intimidation, or abuse of any member of the INTI community.
4. Possession or consumption of alcohol and drugs or smoking on campus, in college premises or at college-sponsored events.
5. Possession or use of dangerous weapons or explosives.
6. Obscene or disorderly conduct.
7. Disregard for college procedures, which include refusal to appear before a disciplinary body when directed or giving false testimony.
8. Misrepresentation of identity to college officials.
9. Aiding or abetting in any of the above infractions.

Nothing in this document, rules and regulations resulting therefrom shall be construed in any way to deprive the President of the College of his responsibility and power to act as the final arbiter and authority in matters of discipline and conduct.

The College reserves the right to take disciplinary action against any individual whose conduct constitutes a violation of the above standards of behaviour or whose action is prejudicial to the good name of INTI; or in violation of the established law of the country.

In cases of misconduct, a student may be warned, reprimanded in writing, suspended, or expelled from the College. The penalties may be applied regardless of whether the offenses are committed on INTI grounds or outside.

ACADEMIC & PERSONAL PROBLEMS

During your course of study, you may want to seek assistance from your respective Head of Programme for any additional assistance.

Contacting Academic Staff

If you wish to contact academic staff at times other than your lecture or tutorial sessions, you can either e-mail or call them.

Please obtain the contact details of the teaching team from SBC office.

Complaints Procedures

Staff at SBC hope that you do not find yourself in a position where you need to make a complaint. However, if it does become necessary for you to make a complaint, you should, in the first instance, contact your Head of Programme who will give you advice on how to proceed. Alternatively, you could contact the Online Feedback Portal, INTI helpdesk or the Dean of SBC.

IMPORTANT NOTE:

The above Rules and Regulations which are subject to additions/amendments shall be made known to students. ALL notices shall be deemed to have been read and understood by all students.

** ALL correspondence will be made via student's email; students are expected to check their email frequently and consistently.

END OF DMKTN HANDBOOK